

Q&A with Roger Plourde, CEO of Intema Solutions, Inc. providing an Email Marketing and Predictive Analytics Platform for SMBs and Enterprise Customers developing Mobile Applications, Websites and Microsites



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“Intema is a good choice for excellent, exquisite, dependable service and software at a low cost.”
- Roger Plourde

CEOCFO: *Mr. Plourde, with a twenty year history for Intema Solutions,, what is the focus today?*

Mr. Plourde: The company has two platforms that deal with marketing. One is email marketing and the other one is analytics platform.

CEOCFO: *Who is using your different services?*

Mr. Plourde: Any type of organization can use this. We have customers that are very small businesses to very large ones; enterprise level customers. However, I would say the majority of our customers are small to medium sized business in various activities that do all kinds of things. Some are commercial, some are retail, others are organizations like associations and so on. The software can be used to do different things according to the needs of the customer.

CEOCFO: *Would you tell us about the services in more detail?*

Mr. Plourde: We are talking about email marketing. It is not the general email that you send to me. It is when a company wants to send to a client base a certain type of information. Most often they are promotions. You have lots of retail companies that send out weekly specials or promoting a product. The bulk of our business is made of that kind of activity. The other one is newsletters. Some organizations will send newsletters. This you will find more with association in other types of customers that are sending pure information to read to their customers or lists. It is not only the stuff that you are looking to sell.

CEOCFO: *Are you helping with the mechanics of how to do it or are you helping with what to send?*

Mr. Plourde: We do both, but the bulk of our business is made from the use of our software that people can use to send the newsletter or promotion, so I would say it is more of the mechanics. However, we have customers that come to us because we provide the content and the mechanical part is our tool. The bulk of our business is based on the tool that we use. People deal with us because they like the software that we have.

CEOCFO: *What do people like about your software and how does it compare with similar offerings?*

Mr. Plourde: Our software is relatively new. It has all the new technology in it that some of the older ones do not have. It is easier to use. It is smarter and it has certain features that are not provided in competing software. Mainly we have a feature that is called predictive analytics where we gather the data collected in each email that we send and whatever activity that each receiver of that email, a subscriber, has done. Then the data is processed in order to find out what the next product or content to send for this person is. We are predicting the next move. This is one feature of our software.

One the market, we are the only email marketing software that has totally integrated that kind of function within the software. There is another function that we launched last week called Canvas. This function is more for how to prepare the content of a software. When you are sending out an email and want to put the content in it, you have to create it. With most software, you will have to create your visuals and content outside of the email software, so either Photoshop or whatever software you use to build your content. With this feature, you do not need to go out of the email software. Everything can be done from within the email software. It makes it simpler, as you do not have to exit the software in order to do your preparation and it is all automated within the software. One advanced design feature in it for instance is you have 140 fonts, which makes it the email software that has the most fonts right now. It is right in our software and makes our software, better and easier to use.

CEOFCO: *Why was this the time to launch Canvas?*

Mr. Plourde: Our customers have been constantly telling that they want more, they want to do this and they want to do that. Now is a good time so people can practice with it and be ready for the holiday season.

CEOFCO: *Have people who stopped using email going back?*

Mr. Plourde: The first choice is search. It is by far the highest return on investment. When you spend a dollar with email, you get 41 back. It is a 41 to 1 return. This is the highest. It is the best tool right now for marketing on the internet. Email is by far way ahead of all the other marketing tools. Email is the most popular and highest return.

CEOFCO: *Would you tell us about your other services?*

Mr. Plourde: We try to be one of the best email marketing companies right now. We develop software that is used for marketing. Right now we develop email software and the analytics software. The analytics software helps us decide what goes on in an email when you send it be it can also be used on a webpage. You can go on to a website and the system will analyze what is best for you. Instead of just showing what the buyer thinks is the best thing for you, the system has analyzed your data and provides the product or information that you are really looking for. It is good for products but also for text. It is used by publishers and by marketers.

CEOFCO: *How do you stay ahead with technology and ideas, what people want and do not want?*

Mr. Plourde: The first thing is you are constantly on the lookout for whatever new thing is coming; you are immersed by technology constantly, every day every hour of the day. As far as knowing what people want, you have communication with your customers, so you get to be always at the level that they want you to be because you listen to what they say. We listen to whatever they tell us through email, social media or through posts on the internet.

CEOFCO: *What surprised you as Intema has grown and evolved to where it is today?*

Mr. Plourde: Maybe what is surprising is the fact that our tool is used in more countries. We thought we would be local and would be selling it nearby in Montreal and the near US such as Boston and New York. Right now, our software is being used in 85 countries. This is a big surprised for us.

CEOFCO: *How do your each out for new customers?*

Mr. Plourde: We use traditional online strategies which is AdWords from Google and posting on various public blogs. We also try to connect with other tools. For instance, in ecommerce, we are connected with some of the best known, most used software for eCommerce. In addition, we have about fifteen places that we connect our system. We can be connected right into the website. This is how we market our products. We still have the traditional approach of the one sales person making phone calls, but that this is for large enterprise accounts.

CEOFCO: *What is next?*

Mr. Plourde: Right now, what is next is building a strong client base so that we can move on developing more. We want to get involved with marketing automation. It is a natural for us. Marketing automation goes very well with email. After that, we do not know yet what we will do because there are all kinds of avenues. We will see what the market tells us. We will need is about two years for marketing automation and about two years after that to market it; we think CRM is a good place to go. We may want to buy competitors or complimentary companies such as ecommerce. That is not the near future, it is a little bit longer.

CEOFCO: *Why choose Intema Solutions?*

Mr. Plourde: Choose Intema Solutions because it has a very professional staff. Excellent and exquisite service and is very cheap. You do not pay for stuff you do not need. You pay for what you get. We do not think we give out our services or products cheap, but we really give a good dollar value. We can be compared to some of the biggest companies out there for the software that is used by most people and also with companies that do software for small and medium sized companies.